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Bosnia and Herzegovina

Post: Sarajevo

First American Restaurant Chain Opening in Bosnia

Report Categories:

Agricultural Situation

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Report Highlights:

The first McDonald's restaurant was recently opened in Sarajevo, Bosnia and Herzegovina (BiH). BiH had been one of the few remaining European countries without a McDonald's. The opening is indicative of BiH's changing food preferences and eating habits. McDonald's also plans to open a drive-through restaurant in Sarajevo in September, and additional restaurants in several BiH cities within the next few years.

General Information:

The first McDonald's restaurant was recently opened in Sarajevo, Bosnia and Herzegovina (BiH). The restaurant is located in Titova Street in downtown Sarajevo, occupies 400 square meters, and has more than 200 seats. The company's representative announces that they are starting with the basic menu in Sarajevo, and that they will be constantly expanding it. They also offer cakes, juice, coffee, and sandwiches. Several Bosnian products will be on the restaurant's menu as well. These will include Bosnian salad, water and mineral water.

McDonald's also plans to open a drive-through restaurant in Sarajevo in September, and additional restaurants in several BiH cities within the next few years.